

Message Text

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UNCLAS TORONTO 1794

E.O. 11652: N/A
TAGS: BEXP, CA
SUBJECT: CANADA FY 77 CCP - EXPERIMENTAL REGIONAL TRADE PROMOTION
PROGRAM

1. CONGEN COMMERCIAL SECTION HOSTED SUCCESSFUL TWO-DAY MEETING (OCT.
12-13)
WITH COMMERCIAL COUNSELOR OTTAWA, AND DIRECTORS OF COMMERCE DISTRICT
OFFICES (DO'S) BUFFALO, CLEVELAND, AND PITTSBURG CONCERNING ACTIONS TO

BE TAKEN IN CONNECTION WITH FY 77 CCP NON-CAMPAIGN INITIATIVE NUMBER
ONE,
"EXPERIMENTAL REGIONAL TRADE PROMOTION PROGRAM. ABSENCE OF REPRESENTA-
TIVES FROM STATE AND COMMERCE REGRETTEED BY ALL PARTICIPANTS.

2. SPECIFIC PROGRAM ACTIVITIES AGREED UPON INCLUDE: (A) POST PARTICI-
PATION (INCLUDING APPROPRIATE CANADIAN ORGANIZATIONS SUCH AS IMPORTERS

ASSOCIATION, STANDARDS ASSOCIATION. CUSTOMS OR CUSTOMS BROKER, BANKS)
IN
AT LEAST ONE EXPORT STIMULATION SEMINAR IN EACH DISTRICT. TIMETABLE TO

BE DEVELOPED BY DO'S IN CONSULTATION WITH POST. (B) TRI-STATE SEMINAR
ON ONTARIO MARKET TO BE ORGANIZED BY PITTSBURG DO IN MARCH WITH POST
PARTICIPATION AS OUTLINED ABOVE. (C) CLEVELAND DO TO ATTEMPT
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ARRANGE CLEVELAND GROWTH ASSOCIATION SPONSORED/FUNDED TRADE

MISSION TO TORONTO. (D) POST TO ENCOURAGE ORGANIZATION OF ONE OR MORE BUYERS MISSIONS TO DO AREAS BY CANADIAN IMPORTERS ASSOCIATION. (E) POST TO FOLLOW-UP AND DEVELOP SUGGESTION BY ONTARIO MINISTRY OR INDUSTRY FOR JOINT NEW YORK-PENNSYLVANIA-OHIO-ONTARIO TRADE AND INVESTMENT CONFERENCE. BUFFALO DO TO ARRANGE PRIVATE SPONSORSHIP AND VENUE. (F) POST TO PREPARE ARTICLE ON ONTARIO MARKET FOR APPROPRIATE PLACEMENT BY THREE DO'S. (G) POST TO PROHIBIT DO'S WITH ITEMS OF INTEREST FOR DO NEWSLETTERS. (H) POST TO DISSEMINATE IN NEWSLETTER FORM NEW EXPORT PROPOSALS FURNISHED BY DO'S TO ONTARIO AGENT/DISTRIBUTOR COMMUNITY. (I) DO' TO INVESTIGATE POSSIBILITY OF PRIVATELY SPONSORED/ORGANIZED/FUNDED CATALOG SHOW IN MAY PRODUCTION SHOW (IF SUCCESSFUL THIS WOULD REPLACE ACTION 5 IN CAMPAIGN 3). (J) DO'S TO INVESTIGATE POSSIBILITY OF PRIVATELY ORGANIZED/FUNDED "MINI-CATALOG SHOW" ON-NEW-TO-MARKET MINING EQUIPMENT TO BE TAKEN BY POST TO MINING TOWNS OF SUDBURY, TIMMINS, NORTH BAY. (K) POST TO PROVIDE CONTINUING FACILITATIVE ASSISTANCE TO REVERSE INVESTMENT PROMOTION EFFORTS OF STATE/LOCAL/PRIVATE ORGANIZATIONS WITHIN THE THREE DISTRICTS. (L) DO'S AND POST TO ESTABLISH RECIPROCAL "VIP" ARRANGEMENTS FOR BUSINESS VISITORS. (M) POST AND DO'S TO MAINTAIN CONTINUING CONSULTATION CONTACT TO EXPLOIT OTHER MARKETING OPPORTUNITIES AS THEY DEVELOP.

3. PROGRAM HAS RECEIVED EXPRESSIONS OF SUPPORT FROM CANADIAN IMPORTERS ASSOCIATION, CANADIAN STANDARDS ASSOCIATION, CANADA CUSTOMS (TORONTO). TORONTO BOARD OF TRADE, TORONTO INDUSTRIAL DEVELOPMENT BOARD, ONTARIO MINISTRY OF INDUSTRY, AND TORONTO OFFICES OF CANADA'S "BIG FIVE" BANKS.

4. ALL PARTIES AGREED ON NECESSITY OF PROGRAM EVALUATION. EACH DO WILL PREPARE ITS OWN EVALUATION AS PART OF NORMAL REPORTING TO COMMERCE/OFO. POST EVALUATION OF INDIVIDUAL ACTIONS WILL BE INCLUDED IN QUARTERLY CCP PROGRESS REPORTS AND/ IN ADDITION, SEPARATE YEAR-END WRAP-UP WITH RECOMMENDATIONS WILL BE PREPARED.

5. ALL PARTIES REGRET THAT PRECISE PROGRAM INCLUDING TIMETABLE CANNOT BE SUBMITTED AT THIS TIME. RECOGNIZE THAT IF PROGRAM TO BE CONTINUED IN SUCCEEDING CCP'S AS CAMPAIGN ACTIVITY, PRE-PLANNING WILL BE NECESSARY.
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